

Message Text

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UNCLAS CASABLANCA 2036

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: PARTICIPATION, 1979 CASABLANCA INTERNATIONAL TRADE FAIR:
OPTION ON PAVILION

1. CASABLANCA FAIR AUTHORITY HAS RECENTLY INQUIRED ABOUT OUR PARTICIPATION IN 1979 CASABLANCA INTERNATIONAL TRADE FAIR. FAIR ADMINISTRATIVE DIRECTOR HARCHAOUI HAS JUST ASKED IF WE WOULD BE INTERESTED IN TAKING OPTION ON SQUARE CONCRETE BUILDING OPPOSITE OUR 1977 PAVILION. TAKING OF OPTION WOULD CONSIST OF LETTER RESERVING PAVILION, AND HARCHAOUI ASSURES US THAT IT WOULD NOT REPEAT NO BE LEGALLY BINDING IN EVENT WE SUBSEQUENTLY FOUND IT IMPOSSIBLE TO PARTICIPATE.

2. AFTER CLOSING OF 1977 CASABLANCA INTERNATIONAL TRADE FAIR WE EXPRESSED OUR INTEREST IN AVAILABILITY OF PAVILION OPPOSITE US PAVILION USED IN THAT AND PREVIOUS FAIRS. PAVILION CONCERNED, IN WHICH US ALSO EXHIBITED IN 1969 AND 1971, COMPRISES SQUARE CONCRETE BUILDING OF ABOUT 800 SQUARE METERS AND OPEN AREA OF ABOUT 1400 SQUARE METERS, PAVILION WAS OCCUPIED BY GABON AND CATAR IN 1977, WHILE OPEN AREA WAS OCCUPIED BY BULGARIA AND FENIE BROSSETTE CONSTRUCTION FIRM. COST OF RENTING THIS PAVILION, BASED ON 1977 COSTS, IS APPROXIMATELY DH 94.000 (48.000 FOR COVERED AREA AND 46.000 FOR OPEN AREA.). THIS CONTRASTS WITH COST OF JUST OVER DH 63.000 FOR 1977
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PAVILION. HARCHAOUI THINKS PAVILION RENTAL INCREASE IN 1979 IS UNLIKELY. GIVEN FIRMS' INTEREST IN FAIR, WE BELIEVE WE CAN PUT TOGETHER BUDGET THAT WILL COVER COSTS OF BOTH SQUARE CONCRETE PAVILION AND ALL ADJACENT AREA. HOWEVER, HARCHAOUI SAYS WE MAY TAKE LESS FULL 1400 SQUARE METERS OPEN AREA IF WE WISH.

3. CONSULATE RECOMMENDS AND AMBASSADOR CONCURS THAT COMMERCE RENT THIS SITE RATHER THAN TAKING FOR THIRD TIME THE RECTANGULAR BUILDING WE OCCUPIED IN 1975 AND 1977. WE BELIEVE SITE IS PREFERABLY TO LAST YEAR'S BUILDING IN DESIGN, VENTILATION, AND TRAFFIC FLOW. SQUARE CONCRETE PAVILION IS OF ATTRACTIVE AND ORIGINAL DESIGN WITH PITCHED ROOF GOING UP AT CORNERS ENSURING ADEQUATE VENTILATION AND LIGHT. VENTILATION WAS MAJOR PROBLEM WITH PAVILION USED IN 1977. IN ADDITION, SQUARE PAVILION WOULD ALLOW FLOW OF CROWDS THROUGH BUILDING TO ADJACENT OPEN AREA; WHEREAS RECTANGULAR BUILDING NECES-SITATED ROUTING CROWDS IN FIGURE "U", EXITING NEXT TO ENTRANCE. ADJACENT OPEN AREA 1400 SQUARE METERS WOULD ENABLE US TO DISPLAY CONSTRUCTION AND HEAVY DUTY EQUIPMENT. IT WILL BE RECALLED THAT IN 1977 FORD MOTOR CO. RENTED A PAVILION OF ITS OWN BECAUSE SPACE WAS NOT AVAILABLE IN OR NEXT TO OUR PAVILION. AS FOR RECTANGULAR BUILDING WE OCCUPIED IN 1975 AND 1977, HARCHAOUI HAS TOLD US THAT (PRC), WHICH OCCUPIED IT IN 1973, IS EAGER TO RESERVE THAT BUILDING FOR 1979 FAIR.

4. ACTION REQUESTED: COMMERCE APPROVAL OUR TAKING OPTION ON NEW PAVILION AND ADJACENT GROUND, BY AUGUST 4 AT LATEST. FYI WE WOULD INTIALLY SIGNIFY TO FAIR AUTHORITY IN WRITTING OUR INTEREST IN PRINCIPLE IN RENTING NEW PAVILION WITH OUR UNDERSTANDING THAT IT IS NOT LEGALLY BINDING, AND THAT A FINAL DECISION BY THE USG WOULD NOT BE TAKEN UNTIL WE HAD UNCLASSIFIED

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REVIEWED COST. END FYI.SEBASTIAN

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